

The Lomond Press

VOL. 1. NO. 38.

LOMOND, ALBERTA, FRIDAY, APRIL 27, 1917.

\$1.00 PER YEAR.

LOCALETS

The Chas. Adams residence is under quarantine with chicken pox.

J. Munro is erecting a large residence on lots west of the parsonage building.

J. Ricketts is erecting a cottage on 1st street north to the west of Dr. Walkey's new house.

Excavation work is proceeding for the new block to be erected on the corner of Centre St. Harmon's barber shop and Patton's house have been removed from the property.

C. D. McIntosh, superintendent of C. P. R., with a party and a special car, was in Lomond on the Tuesday train. The Press was given a call but unfortunately, (or otherwise) the editor was out at the time. We have bought a box of cigars, anticipating another call in the near future.

The National Elevator Co. building at Vulcan was burned on Sunday night. There is great pickin's in that town for hogs running at large.

A. Parker is shipping hogs from Lomond on Tuesday, May 1st.

Mrs. Haskye and children, of Calgary, returned home last Saturday after having visited with Mrs. Haskye's sister, Mrs. N. Holden.

The I. O. O. F. brethren will attend divine service in a body on Sunday afternoon in the I. O. O. F. Hall. All members of this local, as well as visiting brethren in the vicinity are requested to attend. Services appropriate to the occasion will be conducted by the pastor, Rev. F. W. H. Armstrong.

Medicine Hat is holding a big Stampede on July 10, 11, 12 and 13. Orbie Baker, manager of the Lomond Base Ball Club, is making a trip to the Hat this week to arrange for the Lomond team to play in the tournament to be held during the tournament.

Mrs. J. E. Craske and Mrs. Geo. Johnson spent a few days in Calgary this week.

The Red Cross Society will hold another tea on Saturday, May 5th.

The Lomond Branch of the Red Cross wish to thank the Lomond Local U. F. W. A. for their donation of \$70.05. Since the organization of the Red Cross Society in Lomond last January they have raised \$390.60 of which \$235.00 has been sent to head office in Calgary.

The Lomond base ball team has great hopes of playing an exhibition game at this picnic.

J. A. Bowers unloaded his second car of the famous Chevrolet cars on Wednesday, and report sales for the entire shipment. Jack is looking for a third car load within another ten days and finds it hard to keep some of his buyers waiting till the factory is able to make deliveries.

U. F. W. A. LADIES CLEARS A NICE SUM

Honors have to be passed up to the U. F. W. A. ladies for drawing the largest crowd of the season to their concert and dance held in the I. O. O. F. hall last Friday night. The seating capacity was entirely inadequate for the attendance. The program provided a very interesting two hours entertainment, local talent being assisted by Butlers Orchestra, of Vulcan, which was engaged for the dance.

H. E. Elves mastered the situation as chairman in an enviable capacity. The program consisted of the following numbers:—

Musical selection—Orchestra.
Duet—Little Misses Adams.
Solo—Mrs. Munro.
Solo—Mrs. King.
Solo—Mr. D. E. Snowden.
Reading—Mrs. Dobson.
Reading—Mr. Hoydge.
Instrumental selection—Miss Ambler.
Amateur Sketch—"The Spotted Calf," embodying the following caste:—H. Finly, Mrs. Munro, Mrs. V. Davies, V. Davies and J. R. McKay. The sketch was short, but provided a good deal of amusement as a portrayal of the eccentricities of neighbors.

As a financial undertaking the affair was a decided success as the figures below amply verify.

Expenses of concert and dance April 20th 1917:—	
Music	\$41.00
Hall Rent	10.00
Printing	4.50
Flour wax75
2 lbs. coffee95
2 lbs. sugar25
64 yds. of ribbon50
Making of coffee50
Paper of pins05

Expenses	\$58.50
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Balance to aid of Red Cross Society	\$70.05
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Total Proceeds	\$128.55
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Trouble Follows Whiskey

Whiskey and trouble were rife on Wednesday. We regret to even have to admit the fact. It seems out of place that certain people should consider themselves law abiding citizens and flagrantly disregard the statutes which are the best intents and purposes for the well being of the populace. We do not like a sneaking spotter, but after all, his mission is far more tolerable than that of the boot-legger.

Administer Communion

Father Bidault, of Lethbridge, is conducting a Communion class at the home of A. Durand, Badger Lake, and will administer Holy Communion to these boys and girls for the first time at a service in the I. O. O. F. Hall on Sunday morning.

TRAVERS

Harry Lynk's, father and mother from Minnesota have arrived, having brought an immigrant car and will try farming in Alberta.

Born—April 22nd to Mr. and Mrs. Earl Jones, a baby girl of standard weight. Everyone concerned is very much elated, especially Grandpa and Grandma Jones.

Mrs. Al. Davis, living west of town, has been quite sick with an attack of appendicitis. As soon as she is able she will have an operation but is improving some under conditions.

At the church meeting on Wednesday Rev. Arthur Barner, Supt. of Missions in Southern Alberta was present and gave an interesting talk which was greatly enjoyed. The church committee have decided to put up a building 32x36 with an entrance room and basement and have also decided on a lot closer in and facing south which will make a nice building place.

Guy Paulson, Jack Bain and families took dinner at the Jerry Rickett home on Sunday.

Mr. Best and Billie Brown went to Lethbridge Monday and Mr. Brown drove a new engine out which he purchased of Mr. Best.

Church will be held next Sunday evening instead of afternoon on account of I. O. O. F. services at Lomond. A large crowd was out to services last Sunday which is encouraging to the minister and through the thoughtfulness of Mr. St. John and Mr. Elliott; two dozen new chairs were placed in the hall that one might sit with a little ease.

Mrs. Guy McCann and Bobbie are visiting at Granum for a week or ten days, therefore Guy is very much alone.

Another immigrant car on Fridays train, contents going to the Harry Bly farm.

The Aid met on Wednesday with Mrs. Holden. Mrs. Hooker and Mrs. J. Taylor served the lunch which, was very nice. Next meeting will be the 9th of May with Mrs. H. Rounds. A large attendance is desired.

Mr. and Mrs. St John took tea Sunday evening with Mr. and Mrs. Hooker.

Mr. and Mrs. Ulrich were Lethbridge shoppers on Tuesday.

Mr. Wood, president of the U. F. A. will speak in the hall Sunday afternoon May 6th. Mr. Wood has a great message for all. It is hoped a large crowd will turn out to hear him.

As Mothers Day is the 13th let all wear a carnation in memory of the fond one.

Mrs. Holden entertained the Wm. Turley; Baughman and Elliott families for Sunday dinner and tea.

WHEAT IS PLACED ON THE FREE LIST

Free wheat, an agitation generations in length, is, at last, a realization in Canada. Western farmers have always held the wheat protection as a political imposition and we cannot see how it could have been considered in any other light. Government has succeeded government, and party had succeeded party, and not until 1917 could it be seen that protection to the milling industry at the expense of the grain producer was a lop-sided policy.

We are not arrogant free traders. We believe that at times industries require to be matured and fastened in order to establish themselves on a competitive basis and secure recognition in the regular channels of trade. But, when industries become corporations and utilize the protective tariffs for the exploitation of the producing classes to the extent of eight to twelve cents a bushel on wheat it is time that they should be compelled to stand upon their own legs and paddle their own canoes.

The milling industry did not even have the plea of the implement manufacturers. They were not employers of large numbers of working men.

Comparatively, for the amount of capital involved, they employed a small amount of labor. They competed in foreign markets with United States mills and had the advantage of the Canadian wheat, which, on account of the protective tariff, was several cents below the United States market. Now, they are all in the same boat. The U. S. buyers have access to Canadian wheat and the Canadian farmers have access to the U. S. markets. The change in the market already demonstrates the advantage.

Let us all play fair.

Mrs. Foster and daughter Beatrice were visitors in Lomond on Wednesday and took dinner with Mr. and Mrs. Armstrong.

The duck measles are taking the run in the north locality, among those that have the measley measles are the Lynk, Erickson, Vaughn and Baughman children, they are not sick and a good time of the year to have such maladies.

Mrs. Fogarty took her son, Milo to Carmangay on Wednesday to have adenoids removed. In the meantime Miss Evelyn is stopping at the Fogarty Ranch till their return.

Mr. Lee Jones has purchased land eleven miles west of town and expects to build and move on same in a few weeks.

The bank building is undergoing a coat of paint for spring clearing.

The millinery department at Purcell's is having a good trade and another shipment will soon be here with all the latest fashions and pretty colors.

The Lomond Press

LOMOND, ALBERTA.

Published Every Friday.
Advertising Rates on Application.

RAE L. KING, PROP.

LOMOND, ALBERTA, APRIL 27th, 1917

Money Spent By Tourists

According to figures compiled by Canadian Pacific Railway officials, 10 per cent of the money spent by tour of the various boards of trade in Western Canada will co-operate with the railway officials to bring this additional revenue to the west. Plans to induce American tourists to visit the various tourists resorts in Canada are now nearing completion. Board of trade members will distribute literature, which is now being prepared, relating to their respective cities at all Canadian pleasure resorts.

All tourists travelling through Western Canada will be taken over lines which go through the most attractive districts. An effort will be made to impress upon the tourists the advantages Western Canada offers to settlers. The officials hope to induce tourist to urge their friends at home to visit Western Canada and see for themselves the opportunities that await settlers. C. E. McPherson, assistant traffic manager of western lines of the Canadian Pacific Railway has returned from a trip to California, where 10,000 American tourists are spending the winter and early spring. Many of these tourists will return to their homes in Chicago, New York, Detroit, Boston and other eastern cities over the Canadian Pacific through Western Canada, Mr. McPherson asserted.

Passenger officials are receiving many inquiries from American tourists regarding traffic accommodations to Alaska, where extra efforts are being made this year to attract tourists who before the war visited Europe.

These visitors will pass through the grain districts of Western Canada and

the Canadian Pacific Rockies.

The unusually interesting attraction at Skagway, Alaska, 1,000 miles from Vancouver, and the health-producing climate of Atlin, one of the greatest summer health resorts in the world, are making a strong appeal to tourists.

The Romance of Alfalfa

The story of alfalfa is one of the romances of agriculture. Five hundred years before Christ the plant was recognized in Persia, but it was not until a little over half a century ago that it first became generally known in North America.

In the interval between these periods the history of alfalfa is interwoven with the rise and fall of Empires and the movements of armed hosts. Alfalfa furnished fodder for the war horses of the Persians when Greece was invaded by the latter. Carried to Northern Africa, possibly by one of the followers of the Queen of Sheba, it was later taken to Italy and still later the Moors left it in Spain as the one really beneficent legacy of the Arab conquest. When the Spaniards themselves became conquerors, in turn they took the plant with them to Mexico in North America and Chile in South America, and from Mexico it has spread, via California, all over the western and middle western States, and from Chile it has crossed the Andes to feed the herds of Argentina.

To the Arabs we owe the origin of the name by which the plant is best known. To them it was alfalfa, "the best fodder." To Italy we owe the plant's other name, lucerne.

While the Spaniards are chiefly responsible for the introduction of alfalfa into the warmer States of the neighboring Union, the growing of the crop in Canada and the northern States appears to have been made possible by the introduction of seed from Germany. Alfalfa was first taken to Germany by Spaniards, and in time it became hardened by its environment. From Germany Wenderlin Grimm in 1857 brought a 20-pound package of this hardy seed to America, and from that 20-pound packet most of the alfalfa grown in Minnesota, the Dakotas and Montana originated. About the same time another German brought to the Niagara district other hardy seed, and from this has sprung the Ontario variegated of today, a variety which has given as satisfactory result in Ontario as Grimm has given in Minnesota.

But what a story! From Persia to Greece, from northern Africa to Spain, from Spain to Germany on one side and Mexico on the other, and then from Germany to Ontario and Minnesota.

\$10 REWARD

Sec. 4-16-19, large bay gelding, white star on face, and white hind foot, weight about 1500 lbs, forelock clipped short, and also mane clipped where collar wears. Kindly communicate with Adolf Blank, Lomond.

STRAYED

One dark brown horse, weight 1100, 6 years old with rawhide halter on and had forelock cut off. Finder please notify E. F. Blake, Lomond.

FOR SALE

A guitar, with case and instruction book, almost new. Apply to Beatrice Jod, Care Chris Koch, Lomond.

Swat The High Cost of Living and DEAL at PARKERS

THE GOODS ARE HERE FOR YOUR INSPECTION. YOU GET THEM THE DAY YOU ORDER THEM AND WE ARE HERE TO MAKE GOOD ANYTHING THAT DOES NOT GIVE SATISFACTION. COME IN AND SEE US.

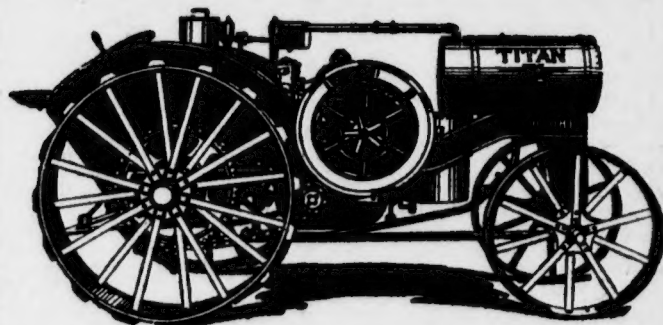
The Pioneer Store

A. PARKER, Prop.

Delaney & Armstrong

Livery, Feed and Sale Barn.
Dray and Transfer in Connection.
We Move Pianos Without a Scratch.

We Carry a Full Line of High Grade Farm Machinery



I. H. C. 10-20 TITAN

The Tractor With a Reputation

Burns kerosene and all low grade fuels, thus giving a low cost of operation. A light weight tractor for all around use on medium sized farms. Two speeds forward and one reverse. Double chain drive to rear wheels. All controlling devices within easy reach of the operator. Call and let us demonstrate to you.

FULL LINE I.H.C. FARM MACHINERY
IMPERIAL OIL CO'S. FUEL OILS, GREASES, ETC.
"BULL DOG" FANNING MILLS
DE LAVAL CREAM SEPARATORS

Smith & Moran

... Special ...

Every Sunday we will serve a special Dinner at the Commercial Cafe. Starting Sunday, April 29th., 1917.

MENU

SOUP
Cream of Tomato

MEATS
Roast Pork with Apple Sauce
Stewed Chicken with Dumplings

VEGETABLES
Cream Mashed Potatoes
Stewed Corn

SWEETS
Apple Pie with Whipped Cream
Jello-Nut-a-la-Mode

BEVERAGES
Tea Coffee Cocoa Milk
Per Cover 50c

People holding meal tickets will be entitled to the Special Dinner.

C. DOUGHTY
Proprietor

Advertising And The High Prices

Goods That are Advertised are Most
Likely to Be Sold at a Just Price.

A peculiar significance is given to an investigation into the influence of advertising on the prices of commodities, recently undertaken and now in progress by the Association of National Advertisers, by the present nationwide agitation over the high cost of living. There is a widespread impression, which in many instances has deepened into conviction, that, while natural causes of supply and demand undoubtedly have operated to increase prices, the public has been also shamelessly victimized by speculators, and that prices that are beyond all reason and justice have been exacted from consumers powerless to protect themselves. Exploiters have profited by their own ability to conceal the real costs and working in the dark have been thus enabled to make enormous profits in violation of every principle of justice and fair dealing. And in most cases the law as at present drawn and administered has been powerless to reach these unscrupulous pirates.

It is a significant fact however, elicited by the investigation already referred to, that one after another of the big advertisers of the country has been able to reduce the price of his product or else to improve the quality without reducing the selling price!

There are two reasons for this: one is that in countless instances the national advertisers make known to the nation the prices of their product, and the other and more important, if less obvious to the people, is that advertising in the cheapest and most effective method of marketing products. It is a common delusion in the business world that "advertising adds to the prices of the goods." And another is that a manufacturer can sell his goods more cheaply if he does not advertise! The truth is, of course, that the business man who does not advertise throws away deliberately the most effective means yet devised for reducing the cost of selling. He cannot escape from the two primary costs, those of manufacturing and of selling. He can and does introduce economies in manufacturing, and when he seeks to economize on selling he finds that advertising is the most potent means of accomplishing that economy.

It ought to be plain, therefore, that as between prices that are manipulated in the dark and those which are maintained in the light the latter are bound to be the ones that are just and fair. As one of the experts who have been gathering data for the occasion puts the question:

"Advertising is like a straight line; the shortest distance between two points—the producer and consumer. It cuts out the grades, curves and angles. It makes a drop of ink do the work of a salesman. Bear in mind that goods can never be sold unless there is a demand, and advertising creates this demand in the simplest, most direct and least expensive way. No other sales method can equal it in magnitude of return for a minimum of cost. And the big returns from advertising also cut down the manufacturing cost—

That's another saving. Increased volume of production always means a decrease in the unit cost of production through better and more efficient manufacturing methods.

PROGRESS BRAND CLOTHES

The Clothing You Men Should Wear

OUR NEW arrival in merchandise last week, includes 125 Mens Suits. They are the fashion for spring wear, and are undoubtedly the smartest that money can buy. When you buy a PROGRESS BRAND SUIT, you reach the top place in Ready-to-Wear clothes. Maybe you can go lower in price, but you cannot go higher in quality, workmanship or style.

Blue Serge Suits: The materials are excellent quality English Serge

Price \$20, \$25 and \$28.50

Fine twill worsteds in Brown, Grey and Brown and Grey mixtures,

Price \$15, \$20 and \$25

Suits of English and American Tweeds, in the very latest patterns,

Price \$12.50, \$15 and \$20.00

Let Us Show You

WE DRESS MEN RIGHT



Standard Brands of Merchandise in Our Stores

Stanfield's Underwear
Stanwood Underwear
Comfy Cut Underwear
Forsyth Shirts
Lang Shirts
Tookes' Collars
Stetson Hats
Hart Shoes
Amherst Shows
Jaeger Furnishings
President Suspenders
Arm and Hammer

Overalls

And Other Articles Too Numerous
to Mention.

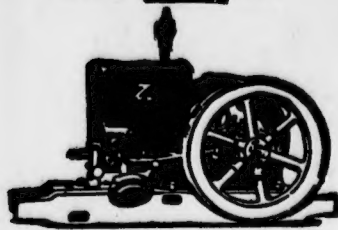
Highest Prices Paid For Farm Produce

Purcell's Limited

TRAVERS

ALBERTA

**It's Here!
Come In
and See It!**



The NEW "Z"
**Fairbanks-
Morse**

FARM ENGINE

**Economical — Simple —
Light Weight — Substantial
Fool-Proof Construction —
Gun Barrel Cylinder Bore
— Leak-proof Compression.**

\$73.00

F. O. B. LOMOND

**1½ H. P.
on skids with
BUILT-IN
MAGNETO**

W. A. TESKEY - AGENT
LOMOND

**PURE BRED
WHITE**

**WYANDOTTE
... EGGS ...**

\$1.00 Per Setting

Also We Have For Service One

**Registered Ayrshire
Bull and
Berkshire Hog**

**F. NEWTON,
Lomond, - - - Alberta**

Game Law Amended

At the recent session of the Legislature the Game Act was amended, and now provides for a close season on antelope until the first of October 1925.

It also provides that wild geese shall receive the same protection as wild ducks, the open season being from the first of September, for both ducks and geese until the 15th of December, with a bag limit of 30 ducks per day or 200 for the season.

The clause relating to the killing of White-winged Scoter, (commonly called Black duck) north of Township 50, has been repealed. These birds will now receive the same protection as other species of ducks.

The shooting of swans and cranes is now prohibited at all times.

All shore birds are now protected, there being no open season therefor, except for Black-Bellied Plover, American Golden Plover, Wilson Snipe, Greater Yellow Legs and Yellow Legs, the open season for these birds being the same as for ducks and geese, i. e. from September 1st to December 15th.

The shooting of prairie chicken and partridge is prohibited until the first day of October, 1918.

A treaty has been entered into by the Dominion of Canada, and the United States for the protection of migratory birds. It provides that there shall be no shooting of migratory game, song or insectivorous birds during the spring migration. It specifically provides that swans and cranes shall be protected at all seasons of the year, for at least ten years, also that no shore birds, other than those specified above shall be hunted or shot at, at any time.

FOR SALE

Eight h. p. I. H. C. gasoline engine and grinder, also a good John Deere wagon. Apply at Central Garage.

J. A. Bowers.

**RURAL MUNICIPALITY OF
CLIFTON, No 127**

Notice of Impoundment

NOTICE is hereby given under section 210 of the Rural Municipality Act that following animals were impounded in the pound kept by the undersigned on the N. W. 1-4 of Sec. 32, Twp. 14, Rge. 19 W. M. 4, on Monday, April 9th, 1917.

One red yearling bull small spot on forehead slightly brindle about the face, white on underlies no visible brand.

Dated at Travers this 19th day of April, 1917.

Wm. A. Brown,
Poundkeeper.

**Mr. Man
Mr. Merchant**

**Mr. Farmer
Mr. Mechanic**

Or whatever your walk in life may be, tramps may be excepted, a reliable watch is an asset to your own personal worth---invest according to the value of your time. We are selling agents for:

**HOWARD
WALTHAM**

**HAMILTON
ELGIN**

and various other makes. A watch costs you no more at Lomond than at Toronto, Winnipeg or Calgary. You have the convenience of getting service at home when needed. Yours for business. -:- -:- -:-

C. CHRISTIANSEN

The Cars Are HERE

The McLaughlin D-35 and Special Sixes

These cars need no superlative descriptions. They are built on a long-standing business reputation. To a man who appreciates comfort, style and performance at a reasonable price, the McLaughlin is the eventual choice.

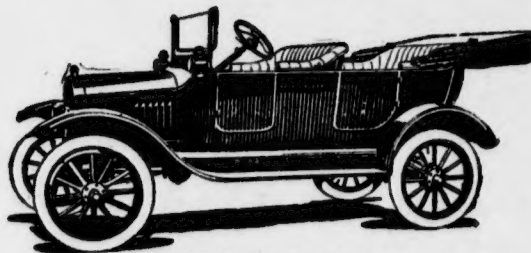
SEE THEM AT LOMOND
Garage on Centre Street West

Chas. Adams - Lomond

Farmers!

Be prepared for your spring work. Get discs sharpened and machinery overhauled before you need to use it. Now is the time.

General Blacksmithing and Woodworking **J. H. DOANE**



"MADE IN CANADA"

**The 1917 Ford Touring Car
\$555.00**

At my Garage in Lomond.

Buying a Ford is a business proposition.

Did you ever notice that fully ninety-nine per cent. of the commercial travellers covering Southern Alberta by motor use the Ford Car? Do you know the WHY? It is because they stand the use and abuse on the country trail at a minimum expense. What it does for them it will do for you.

Full line of Repairs kept in Lomond.

W. A. TESKEY, LOMOND.

UNRESERVED AUCTION SALE

South West Quarter of 6-17-20

8 miles northwest of Lomond, and 1 mile south of Armada, on

Wednesday **MAY 16**

Sale to Commence at 1 o'clock Sharp.

Free Lunch Served at Noon.

11 -- HORSES -- 11

1 Bay mare rising 8 yrs., in foal, 1 bay mare rising 5 yrs., in foal, 1 bay mare, 7 yrs old in foal, 1 bay mare rising 5 yrs., heavy in foal, 1 bay mare rising 7 yrs., 1 grey mare rising 7 yrs., 1 bay mare rising 8 yrs., 1 grey gelding 7 yrs., old, 1 bay filly rising 3 yrs., 1 bay filly rising 2 yrs., and 1 colt rising 1 year old.

One Registered Holstein Bull, 4 years old and 8 head of Cows.

Machinery, Household Goods, Etc.,

Weber wagon, new, with double box; Peter Shettler mountain wagon, practically new, with brake and double box, doubletrees and neckyokes with both wagons; Massey-Harris binder, 8 foot, in first-class repair; McCormick binder, 7 foot; Massey-Harris mower, 5 ft., in first-class repair; 10 foot hay rake; Single buggy; California bundle rack; Emerson 3-disc plow new; Frost & Wood walking plow, with stubble and breaker bottoms; 16-18 disc harrow, good as new; Disc, in throw, new last summer; Massey-Harris potato scuffer; 4 sets of heavy briching harness, 2 sets almost new; set of single driving harness; Fanning mill; Cooking range used only two months; Extension table, new, with 6 dining chairs to match, Dresser and stand, new; wash stand, Kitchen cabinet, new, Carpenter Tools, Forks, Cooking Utensils and innumerable other articles.

Terms: SUMS OF \$10 AND UNDER, CASH; OVER THAT AMMOUNT, CREDIT WILL BE GIVEN UNTIL NOVEMBER 1st, 1917, ON FURNISHING APPROVED, JOINT LIEN NOTES, BEARING INTEREST AT 8 PER CENT. 5 PER CENT., DISCOUNT ALLOWED FOR CASH ON ALL AMOUNTS ENTITLED TO CREDIT.

JOHN EGLE,
Owner.

H. E. ELVES,
Auctioneer.

Is a Good Speaker

Few men in Western Canada have devoted the time and conscientious energy in the promotion of the farmer's welfare as H. W. Wood, president of the U. F. A., who will speak at a mass meeting in Lomond on Saturday afternoon, May 5th and also at the different appointments on the Lomond circuit on Sunday. No doubt all the meetings will draw a large crowd.

The Clock He Wanted

A customer had overhauled a number of clocks of all shapes, sizes, and description, but nothing seemed to exactly suit his taste. At length the jeweler, in despair, fetched out a massive timepiece of complicated design.

"Here, sir, is a clock which will, I think, suit your aesthetic taste. At precisely 10 o'clock every morning the tiny bells chime and a bird hops out and sings a carol."

"I will take that if you will make a few changes in it."

"With pleasure," the jeweler said. "I have a daughter," went on the customer, "and I want the clock for the room where she entertains her company. Make it so that 11 o'clock at night a milkman's bell will ring and a newsboy will skip out and shout 'morning papers!'"

HERBERT J. MABER
SOLICITOR AND
BARRISTER

VULCAN

ALBERTA

Commercial Cafe

First Class Meals Served
at 45 cents.

Meals Served
at all Hours
(Regular Hours on Sunday)

C. F. DOUGHTY, Prop.

Lomond - - - Alberta

The War's Nerve Center

In an area of 350 miles of arid, barren desert in Chile lies the nerve centre of the great war. If an unfriendly power had held control of this desert tract, the war would have ended long ago with the crushing of the Entente Allies. It is the famous Chilean nitrate region.

William Howard Russell, a famous English war correspondent, wrote as long ago as 1889; "Without British control of the sodium nitrates of Chile the may of the world would be very different today."

Germany now does not need to depend upon the Chilean nitrate deposits, for the German chemists are making synthetic nitrogen. However, for six months before the out-break of the war in 1914 Germany had been receiving enormous shipments of sodium nitrate from Chile. It is estimated, in fact, that Germany had on hand 1 million tons of nitrate in August, 1914.

Some engineers say there is enough nitrate in the Chilean desert to supply the world for two hundred years. There are about fifty thousand Chilean employed in the industry. Nothing grows in the region about the nitrate deposits; it is a dead land. To all appearances the Chilean nitrate towns are like the old time Western American mining camps. A great deal of liquor is consumed in the district and consequently there is considerable lawlessness.

North and Harvey, two British adventurers, originally owned the nitrate concessions, but now the Chilean government controls most of the valuable tract. Chile fought a war with Peru for northernmost part of the nitrate beds and won. The British, through their financial strength, exercise the greatest control of any foreign power over the fields, though three German brokerage houses were big producers before the war.

NOTICE

VILLAGE OF LOMOND:

Notice is hereby given that all premises, back yards, alleys and cess pools must be thoroughly cleaned and the rubbish carted away before May 1st. The citizens of Lomond are requested to co-operate with the Council in their attempt to keep the town in a sanitary condition and a neat appearance.

J. H. WILLIAMSON, Reeve.

The Armada U. F. A.

Will Hold a Picnic
on the Townsite on

Thursday,
MAY 24th

Tractor Plowing Demonstration

BASEBALL AND SPORTS



EST'D 1873

THE STANDARD BANK

OF CANADA
HEAD OFFICE - TORONTO

FARMERS

Advances to farmers are made
a special feature by this Bank. 238

LOMOND BRANCH

L. M. SWAIN,

Manager.

Read *The Press*

New Drugs and Stationery

Get your Gopher Poison
and Formaldehyde at

HUGHES' DRUG STORE

Successor to R. R. Saunders
CHEMIST - DRUGGIST

For --
LAND SAKE
LIST YOUR
LAND
WITH THE
LAND MAN
AND HE WILL
Land You a Buyer

H. E. Elves,

Lomond, Alta

The H. & H. Feed and Sales Stables

When in Lomond
leave your team at
the Farmers Feed
Barn.

BOW CITY COAL AND
TIMOTHY HAY FOR
SALE

Holo & Hedges
Lomond, Alberta

We Sell J. I. CASE

Oil, Gas and
Steam
Engines, and
Threshing Machines

SMITH & MORAN
LOMOND

Restaurant

Jang How, Prop.

MEALS AT ALL HOURS

Soft Drinks, Temperance Beer,
Confectionery, Cigars and Tobacco

.... WE DO JOB PRINTING

Hear Ye! Hear Ye! Hear Ye!

The time for Painting
has arrived and We're
here on the job.

Let us figure on yours. Our ex-
perience and equipment is at
your service. It costs less to
have the job done right.

D. E. Snowden,
Painter and Decorator
LOMOND.

The Armada U. F. A. Will Hold a Picnic on May 24th

The Armada U. F. A. is holding a picnic and general gala day on May 24th. One of the main attractions will be the small tractor contest, when, it is understood, the I. H. C., J. I. Case and Steel Mule machines will be in competition. This will provide a good opportunity for anyone interested in gas power farming to compare the relative merits of the several popular machines sold in this district.

FOR SALE

25 h. p. Mogul I. H. C. gasoline engine, 27 inch Jarr Scott separator, 5-bottom engine gang with both stubble and breaker bottoms, all for \$1000.00 cash.

J. C. Jensen, Lomond.

WANTED

WANTED:—80 acres broken, good, clear level land, seven miles east of Lomond. Plenty of water for horses. R. A. Calkins, Badger Lake.

BRIGHTEN UP

USE S. W. P.

A stock of various colors for spring painting. Floorlacs, Varnishes, Stains, Etc.

Do you realize the benefits to be derived by patronizing your own business concern? Every dollar's worth of materials purchased with your own company gives the organization that much additional strength. Co-operation has saved this community hundreds of dollars. Get in and see for yourself.

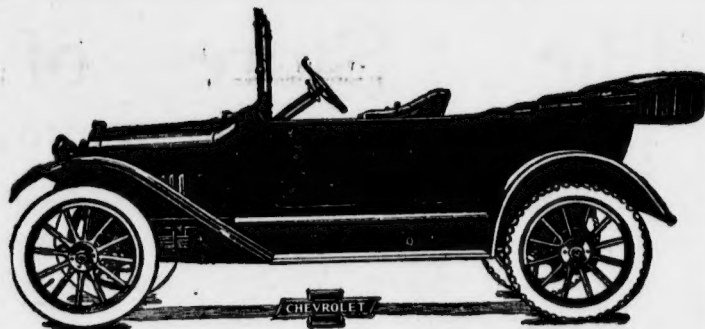
Associated Farmers

LIMITED

Long Distance Phone Office.

The New Series CHEVROLET

THE New Chevrolet "Four-Ninety" is more wonderful than ever and has rightly been called "the product of experience." Built in Canada to give service under Canadian climatic and highway conditions, the Chevrolet "Four-Ninety" fills the demand for motorists who want an efficient car fully equipped—a car that is economical to buy and economical to run.



Specifications include valve-in-head motor; selective sliding gear transmission, three speeds forward and reverse; electric starting and lighting; heavy frame; strong springs and high clearance; oil indicator light equipment; heavy upholstery; mohair top; non-skid tires on the rear wheels.

**The "Chevrolet" is the Car for Those who Appreciate
Value for Their Money**

TURN YOUR FORD CAR INTO AN Automobile!

"DUPLEX" Cantilever Spring System for
Ford Cars

Saves Car, Engine and Tires. Easy Riding—Eliminates jars and vibration. Makes a Ford ride like an automobile. Guaranteed to last the life of a car.

THE DUPLEX CANTILEVER SPRING SYSTEM

is the only design for FORD CARS fully embodying the "CANTILEVER IDEA" now recognized as the most efficient style of spring suspension. A COMPLETE DOUBLE SPRING SYSTEM, adding five inches to the span of present Ford springs. All springs and connections being in perfect alignment with each other, with no friction or sliding parts, allowing full and free action. COME AND SEE for YOURSELF.

LOMOND-VULCAN STAGE EVERY WEDNESDAY AND SATURDAY.

AUTO LIVERY

Expert Repairing, Gas
and Oils, Tires and
Accessories.

J. A. BOWERS

... Central Garage ...

LOMOND, -:- ALBERTA

A Letter From G. C. Whitley

Friend Abe;—

I have just received your nice letter. Ever so much thanks to you for writing. It has been the first Canada letter although I wrote several.

I was some days in England before knowing that Canadian mail was censored and if any mention of military matters also address at head of letter, it was turned down unawares to the sender. It seems hard lines but such is the case. Dufty is somewhere within two miles of me, but I don't know where. Its a mistake his being wounded. He was sick for a short time in a field hospital. There is lots I would like to mention, but won't take chances at doing so. I was talking to Jim Bell only last week while in billits. Saw Peurco Hesketh in England at same camp I was at.

I am trying to scabble you while lying on my side in a 2x4 cage bunk but my candle is burning good.

Time is not my own now, its a case of night and day at times.

We only get \$6.00 per month and it takes most of that to live on. Hoping to see you all once again, God willing, and if not, I take it all for to be the best. Wishing you and all Lomond folks perfect health, as it leaves me at present.

Yours as before,

Geo. C. Whitley

P. S. Awfully wet and cold, too, up to now.

Church Notes

The Official Board of the Lomond Circuit met in the Lomond Church on Friday afternoon of last week.

The purpose of the meeting was to review the work of the closing church year, appoint officers and make plans for the ensuing year.

Reports received from the Sunday Schools were very encouraging. One criticism in regards to the Lomond Sunday School is that parents and adults do not attend as they should. It is hoped that there will be a decided improvement in this direction.

Messrs Elliott, Varcoe, Parker and Saunders were appointed as financial stewards for Lomond; Messrs Hunter and St. John for Travers and Mr. Alfred Walker for Kasimer.

Mr. Walker was appointed as Circuit Secretary and Mr. Parker as Circuit Treasurer.

Mrs. Clements was appointed as Circuit representative to the District Meeting at Medicine Hat.

Don't fail to hear President Wood on Saturday afternoon, May 5th in Lomond.

Mr. Woods, besides being a man of natural ability, has made a study of the cause for which he devotes the greater part of his time and is conversant with the problems vitally concerning the rural population of Western Canada.

The Saturday meeting is being held under the auspices of the newly organized agricultural society.

Everyone, particularly the farmers, are invited to be present.

Good Paint is The CHEAPEST

Goes farther and more easily applied. Martin Senour Paint, Guaranteed 100 per cent. pure lead and oil, will cover 400 square feet, two coats. A few dollars spent in painting your buildings will mean many dollars saved.

Prices on House Paint,

\$3.00 to \$3.75

Per Gallon

Prices on Barn Paint,

\$1.75 to \$2.25

Per Gallon

E. G. Paddon Hardware Company

Our Hardware, Stands "Hardwear"

JOB

WE do Job Work of all

kinds and do it RIGHT

The "Store of Good Service"

ANNOUNCES NEW SPRING GOODS FOR THE LADIES

We are trying to meet your every demand. The alterations and improvements in our store are for your convenience. We want you to have pleasant surroundings when you shop, and we want you to be able to see and investigate what you are buying. We have a large stock selling at reasonable prices---dollar for dollar in quality, we guarantee to meet prices.

New Silks and Voiles

We will have a large stock of the very newest Shantung, Silks and Voiles in the new made stripe and stencil designs. These are the very latest in Dame Fashion's decree. Just the thing for summer wear.

Middies

The Middy is always a popular garment, especially so this year when made up in the nifty sport models. These come in Silks, Voiles and poplins, with new colorings and designs.

Waist and Blouse Lengths

These are exclusive patterns in figured Silks, Poplins and Voiles, for your own needlework. These will arrive in a few days. \$2.25 to \$7.00.

RAINCOATS !
For Men and Women
Ladies' coats in Cravenette and McIntosh fabrics from

\$6.00 to \$15.00

Men's Coats, newest styles, a very serviceable garment, from

\$12.00 to \$15.00

"ART TAILORED CLOTHES" FOR
MEN WHO ARE PARTICULAR

SUGAR!

The Sugar market is going up in leaps and bounds. Cuba has entered the war and the market is topsy turvy. Buy yours now at Our Present Low Prices.

Mens Hats

We have them, Felt Hats, Caps, etc., in a large variety of styles and designs. We already have a large stock in the store and will add a shipment within a few days.

Groceries

Our large volume of business keeps the stock fresh and clean. Quality is always dependable. Fresh shipments of green goods every train.

Boots and Shoes

A store without Boots and Shoes would be like an auto without gasoline. Our shoe department is well stocked for men, women and children. Prices right.

Marshall & Wilson

THE STORE of QUALITY

Lomond

::

Alberta